

ABSTRACT OF THE DISCLOSURE

Power consumption for driving a liquid crystal display is reduced by connecting together row electrodes that are going through opposite voltage transitions so that the charges would cancel. After such charge cancellation, the respective row electrodes are then driven to respective target potentials by means of drivers. The row and/or column electrodes of the liquid crystal display may also be connected to storage capacitors so that the charges at these electrodes may be stored in the capacitors where the charges stored may be then reused subsequently to drive different electrodes towards target potentials, to reduce power consumption in the subsequent drive of the electrodes to their target potentials. The row voltage driving waveform is such that the driving voltage steps through two or more voltage increments before reaching a final value for turning on or off one or more pixels. This reduces shadows and improves quality of the display.